Energy Efficient Lighting

If We Build It... Will Builders Come?
BUILDER EXPERIENCES

M.D. JACKSON COMPANY
Affordable Quality Homes

GMP HOMES

REGENT HOMES

Timberland Homes

the Cottage Company

Habitat for Humanity International

SPECIALIZED HOMES LLC

NORTH ELECTRIC COAST COMPANY
Our Answers to Builder Challenges

- Affordable Energy Star ® Packages (trade offs)
- No Hassle Utility “Instant” Rebate Program (applied to cost)
- Maximized Points for Energy Star ® Homes and Built Green Program Certification (ALP) (We do it for them)
- Customized Energy Star ® Marketing Material
- Training on Features & Benefits of Energy Star ® Lighting
- Broadest ENERGY STAR ® Selection Available
- Energy Star ® Fixtures in Stock Locally
- Latest Technology
Market Transformation
What Do We Need?

- Continued Product Enhancement
- Quality Control
- Greatly Expanded Selection
- Hardwire Incentives
- Narrowed Price Gap
- Early Adapter Support
Why Will Builders Use Energy Star®?

EXCEPTIONAL VALUE!

- Quality Products
- Competitive Prices
- Environmental Benefit
- Energy Savings
- Growing Market Appeal
- Partner Support
- Innovative Builder Programs
- Competitive Advantage